

# Plain Talks



GULF STATES UTILITIES COMPANY  
OCTOBER, 1964

## IN THIS ISSUE:

- Hilda Visits our Service Area
- Gulf Staters Work Toward Five Million Safe Manhours



# Company Opposes \$56 Million Louisiana REA Power System

ON September 14 the Rural Electrification Administration in Washington announced approval of a \$56,521,000 loan to Louisiana Electric Cooperative, Inc. for the construction of an electric generating station and some 1,700 miles of transmission lines.

Officials of our Company branded the loan "a thorough waste of taxpayers' money." Noting that the investor-owned companies of Louisiana have always provided plenty of power for the co-ops' needs at rates among the lowest in the nation, our officials said that the facilities proposed in this loan would not bring electricity to a single person to whom it is not now available.

REA gave this breakdown of how the loan is to be used:

—\$26,033,000 for a 200,000 kilowatt steam generating plant composed of two 100,000-kilowatt units. According to A. A. Robinson, Louisiana Electric Cooperative president, this plant is to be located in or near the Baton Rouge area.

—\$28,534,000 for construction of 627 miles of 161-kilovolt transmission lines, 1,066 miles of 69-kilovolt transmission lines and 87 substations and related facilities.

—\$1,954,000 for general construction expenses.

Arguing that the proposed facilities would create a needless duplication and would actually result in higher-priced power for co-op consumers, our Company, joined other investor-owned electric companies in Louisiana in a complaint filed with the Louisiana Public Service Commission. In addition, the complaint charges the electric co-ops are attempting to take customers away from the investor-owned companies.

Following close on the heels of the complaint filed with the

PSC came the announcement that our Company had joined Louisiana Power and Light, and Southwestern Electric Power Company as intervenors in a suit filed by Central Louisiana Electric Company in Shreveport Federal District Court to block the loan. Attached to the motion filed by our Company was a complaint against the REA in Washington and the Federal lending agency's administrator, Norman M. Clapp.

In a statement released at the time of the filing, Company officials stated, "The REA administrator in Washington is apparently attempting to set up an unregulated territorial monopoly for the Louisiana cooperatives which would operate under his direction. Mr. Clapp has demanded that Gulf States and the other investor-owned electric companies of this state grant the unregulated cooperatives territorial security by dividing up the state. We could not legally enter into such an agreement with the co-ops or REA."

It was also revealed that prior to the 1964 session of the Louisiana Legislature, Mr. Clapp requested that the investor-owned companies sponsor legislation that would prohibit a municipality from regulating the sale of electricity or use of its streets and rights-of-way by utilities in areas which may be annexed into the city. Our Company informed the REA that we would not be a party to attempt, through legislation, any modification of municipal franchise powers.

Louisiana Electric Cooperative, Inc., is an association of 12 of the state's 13 rural electric cooperatives. The super co-op first applied for the generation and transmission (G&T) loan over two years ago, asking at that time for some \$52 million.

*Plain Talks*

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## OUR COVER

GULF STATERS throughout Texas and Louisiana poured into our Company's Lafayette and Baton Rouge areas on the heels of monster Hurricane Hilda, all dedicated to restoring power as quickly as possible to about 90,000 customers. Neighboring utilities Houston Lighting and Power and New Orleans Public Service and several outside contract crews assisted in the second biggest post-hurricane mop-up in Gulf States' history. Only Hurricane Audrey in 1957 surpassed Hilda in damage to our facilities.

Shown on the cover is A. A. Adams' Gulf States crew — from Jennings — working busily in ankle-deep water to splice 69 and 33 kv lines felled some two miles east of Rayne. Our Company lost 48 poles between Rayne and Lafayette during Hilda's fiercest blow on the night of October 3.



FIVE REASONS FOR FIVE MILLION SAFE MANHOURS. Don Robbins, a lineman, first class, Beaumont T&D, has five good reasons for wanting our Company to set a new all time record of five million manhours without a lost time, on-the-job accident. At midnight, September 11, Gulf Staters completed four million safe manhours without an on-the-job accident and are well on their way toward the five million safe manhours. It takes about 45 days for our 2,800 employees to work a million manhours. Emphasizing the importance our safety program plays, not only for the employees but their families as well, is Don's family. Helping him attach a big five to the Reddy Kilowatt safety pole at the Beaumont Service Center is his wife, Jesslyn, and son, Mitch, 15 months, while J., 4, and twins Donna and Diana, 7 lower the old four to the ground.

# Gulf Staters Work Toward Five Million Safe Manhour Record



**G**ULF STATERS matched their previous all time, systemwide, on-the-job-safety record at midnight, Friday, September 11.

At that time they had worked four million manhours without a lost-time injury. This accident free period began December 20, 1963. Only one other time in the nearly 40 year history of our Company has this four million record been attained. This was set August 7, 1962.

At midnight, July 8, the 2,800 employees had worked three million safe manhours. Gulf Staters have worked this record only four times before.

"It gives us great pleasure to announce this accomplishment," President Richard said when told about the new safety record. "Such a record is a symbol of the desire of each of us to avoid the tragedy of an accident.

"Five million manhours without a lost time injury will be our new goal. With the continued efforts of each individual, this goal will be attained."

Barring a disabling accident, Gulf Staters should set a new all time safety record for the company in approximately 45 working days from September 14.



# Hurricane Hilda Hits Hard

*Nature goes on the rampage as season's worst hurricane  
blasts Lafayette-Baton Rouge service areas*



... utility lines and poles lay in a jumbled mess near Lafayette.

THE season's first naughty lady of the Gulf—monster Hurricane Hilda—had a short lifespan.

Only five days to be exact, from her birth on the morning of September 30 in the incubating warmth of tropical waters between Cuba and Mexico to her death by exhaustion October 4 in the piney woodlands of Mississippi.

From the weather bureau's standpoint, the story of Hilda is scribbled in cold fashion from recitation of winds that hit 150 miles per hour to the mathematics of longitude and latitude plots that show a curving path from the Yucatan Peninsula through the marshy Cajun country of south Louisiana.

It is also a story of people, many of whom won and some who didn't. Thirty-eight casualties come under the latter category along with over 200 injured and thousands left homeless.

And it is a story of industrial damage. None felt it more than our Company's six-parish Lafayette District and populous Baton Rouge. Over 200 Company poles were broken or blown over



... clearing lines in Lafayette area.



by howling winds measuring 100-120 miles per hour that cut a swath of destruction our Company won't soon forget. Our Baton Rouge service area fielded less winds, 80-100 miles per hours — (74 and above qualifies as hurricane force), but it was sufficient to down enough trees, lines and poles to interrupt service to 70,000 of our electric customers.

Hilda, the season's eighth and worst blow, swept ashore approximately 50-60 miles southeast of Lafayette shortly after 5 p.m. Saturday, October 3, and slowly began her attack of the hinterlands. By 10 p.m., our Company's employees — headed by J. Roy Peckham, Lafayette District superintendent, were riding out hurricane-force winds in the Lafayette office and service center. The peak came about 1 a.m., when screaming winds hit upwards of 115-120 miles per hour.

By 4 a.m., the worst was over in the Lafayette District and what was eventually to become the second biggest mop-up operation in the history of our Company was born. Worse damage was incurred in 1959 when Hurricane Audrey battered most of our system.

The first damage report, secured by engineering crews dispatched at 4 a.m. and by our Beaumont-based line patrol aircraft that was hovering over the disaster area shortly after daybreak, added up to a nightmare. At least 95

*(continued on next page)*



... manning the phones in Lafayette disaster center.



... resetting down poles in Baton Rouge area.



... the Port Arthur crew of Jim Minner helps restore service in Lafayette.



... broken structure near Delcambre.





... crews remove tree in Lafayette area.



... falling trees heavily damage Lafayette District home.



... Lafayette District disaster center.

*(continued from page 3)*

per cent of our customers, including municipalities and rural cooperatives who buy our power, had lost service in the 1,200-square mile Lafayette District that encompasses 500,000 residents in 39 towns, communities and villages.

The early land and air surveillance revealed 55 poles broken between New Iberia and Abbeville, 48 more blown over between Lafayette and Rayne, eight structures down between Lafayette and the Atchafalaya and 12 on their side in the short distance between Meaux Bulk and Five Points in the Abbeville area.

It automatically put things in motion at our "disaster center" at Lafayette, with F. F. Johnson, division manager, F. W. Merrill, operating manager, F. W. Merrill, operating superintendent, Norman Lee, operating supervisor, all of Lake Charles, and Frank Sonnier, operating supervisor, Lafayette, calling the shots.



... Charlotte Egle, Charlotte Stelly, and J. Roy Peckham, district superintendent, prepare sandwiches for crews.



That, together with the early Sunday arrival of crews from Conroe, Huntsville, Lake Charles, and Port Arthur gave our Company a running start on mop-up operations that were to eventually run into the hundreds of thousands of dollars.

Later, more crews were dispatched to the scene from Beaumont, Orange and Port Arthur along with three outside contract crews from Beaumont and three large line crews from neighboring Houston Lighting and Power Company. With over 300 Gulf Staters and outside workers on the cleanup, the 95 per cent outage figure dwindled to 25 per cent by Monday night and to five per cent by Tuesday afternoon. Another 24 hours saw the outage reduced to only two per cent and all of that amounted to isolated trouble spots.

The smoothness and speed of the vast cleanup didn't just happen. Mr. Peckham credited it to advanced training of T&D personnel.

"We learned a great deal from Hurricane Audrey in 1957," Mr. Peckham

**I**T was an extra long "day" for Douglas Taylor, T&D helper, Lafayette, Tuesday, October 6. After spending 13 hours in the field with repair crews, Mr. Taylor returned home that evening only to have to speed to the hospital with his wife. Later—much later to Mr. Taylor—they became parents of a boy. The new papa was back on the job at the crack of dawn the next morning, passing out cigars and lifesavers before heading back into the hurricane-stricken area.



... Baton Rouge switchboard.



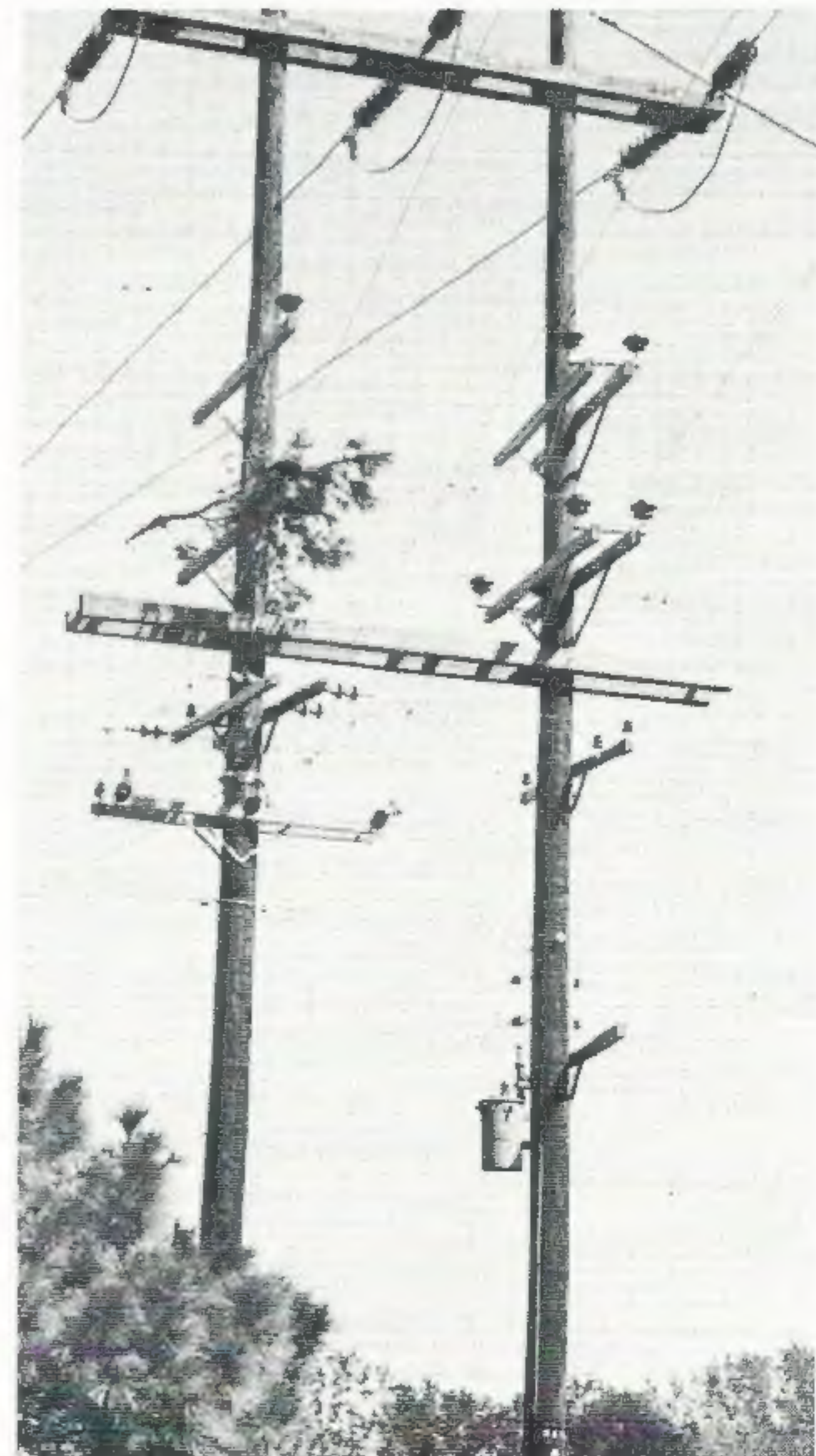
... between Abbeville and New Iberia.

**J.** ROY PECKHAM, Lafayette District superintendent, was grateful for the open-hearted response Lafayette merchants had to our off-hours requests. He was especially thankful for the cooperation of Mrs. L. Jacobs of Jacobs' Four-Corners Restaurant, where crews were fed twice daily; Stop-N-Shop, which furnished meals to our workers in the field—and on time; and for other Lafayette merchants who opened up Sunday to provide essentials needed in the time of disaster by our Company.

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... wind and trees caused extensive damage in Baton Rouge Division.



... branches on line in Lafayette area.

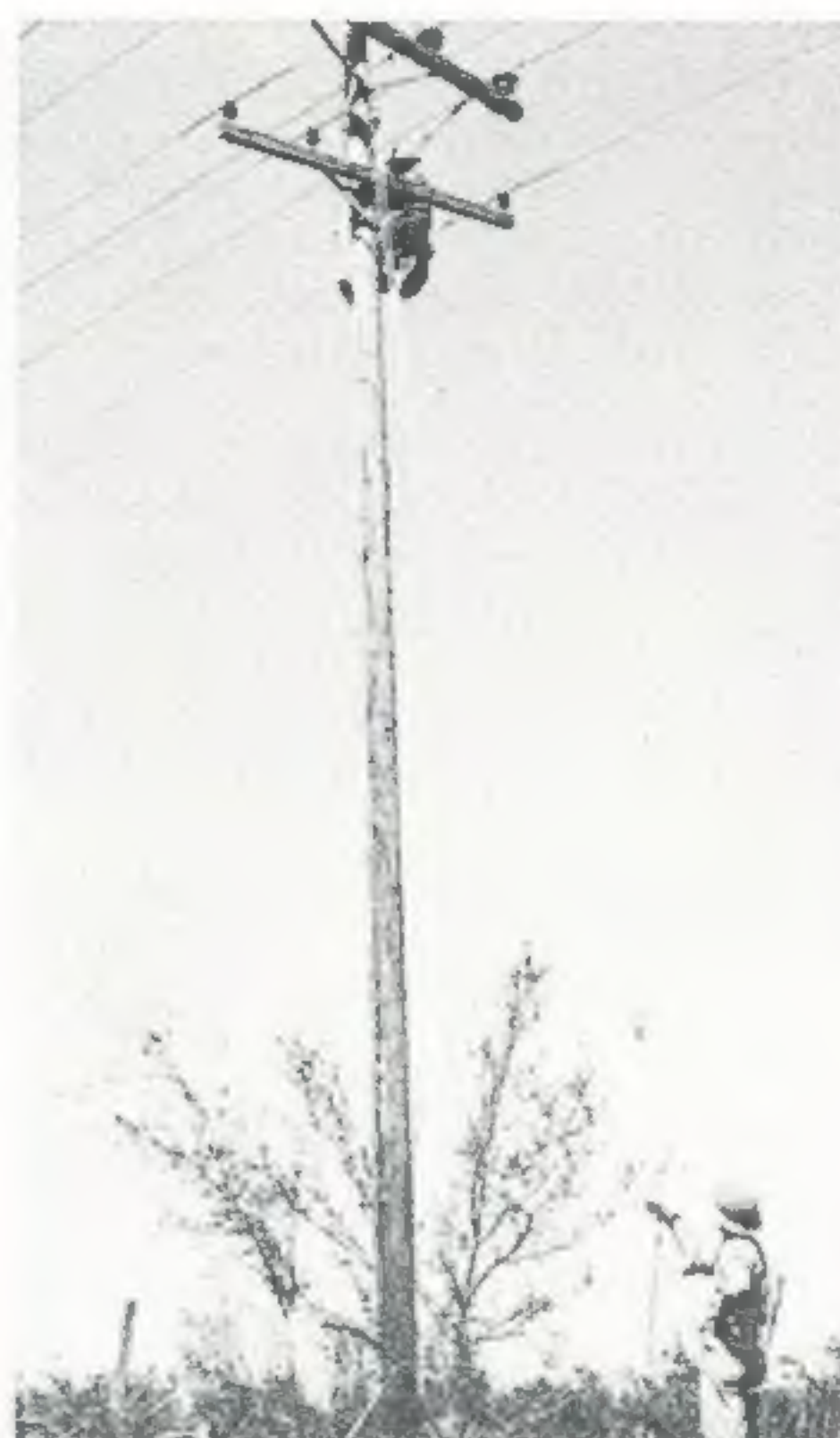




... lines down in Lafayette District.



... conference in Baton Rouge.



... in Lafayette area.

recalled, "and one of the most important things was the value of people who know what to do and what to expect in the face of such a storm. We've been conducting voluntary training classes here for years to get ready for what hit us this time."

When the debris had been cleared, service restored and rebuilding completed, the six-parish Lafayette District "summary" showed a mobilized working force of over 300, more than 9,000 sandwiches and box lunches rushed into the field and countless trouble calls.

Our Baton Rouge service area began bracing for Hilda's blow two days before it hit, with F. R. Smith, division manager, and S. L. Adams, operating superintendent, directing advance mobilization. Equipment was issued, the area was divided into sections and assignments were made.

When the winds came Saturday, October 3, our crews began maintaining service as long as possible. That lasted until the rain-filled gusts intensified to 100 miles per hour. The crews handled only emergencies then.

When the blow subsided early the next morning, 70,000 electric customers were groping around in the dark. The massive Baton Rouge electrical clean-up was born. The first task: to get all main trunk lines back in serv-

*(continued from page 5)*

**O**UR crews in the cleanup area were in the spotlight but there were some unsung "heroes" back home who played key roles in the second biggest hurricane disaster ever suffered by Gulf States. They were the garage mechanics and helpers who toiled deep into the night and long before sunup at the service centers to keep the fleet of trucks and equipment in first-rate order. Mechanical difficulties were nil during the height of mop-up operations.



... crews attack trees in Baton Rouge area.



## A "Well-Done" for Hilda Work

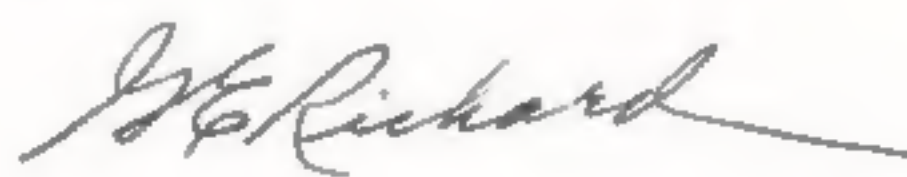
**H**URRICANE Hilda was the worst disaster experienced by our service area since 1957 when "Audrey" crossed practically our entire system.

Again, in the finest tradition of Gulf States, employees rose to the occasion and worked long and hard to restore electric service to the people in the stricken areas of Baton Rouge and Lafayette.

Singling out individuals for praise is impossible; this was a team effort. Men and women from Transmission & Distribution, Engineering, Safety, Production, Stores & Accounting, Sales Departments, and the switchboard operators all performed in a manner which reflects much credit on our Company.

Congratulations on an outstanding job! Thanks also to our neighboring utility companies, our contract crews and our suppliers who sped much-needed men, materials and equipment to the disaster areas.

Hurricane Hilda has joined Audrey and Carla in disaster history, but it demonstrated once again that Gulf States employees rise to the emergency occasion. They were tried, and not found wanting. Once again they have earned the admiration and respect of the public we are pledged to serve.



Glenn E. Richard  
President

ice, then restore lines that give electricity to large numbers of people.

By following this procedure all but 35,000 customers had service returned by late that night. After that, the restoration slowed. The Sunday noon arrival of six crews from Beaumont, contract crews from Texas and Louisiana and six service crews from New Orleans Public Service sped up the final and hardest stages of the mop-up. More than 20 crews concentrated on removing an estimated 5,000 trees from miles of electric lines. Our Company's largest airplane, the Beechcraft, flew to the scene at noon Sunday with engineering personnel and supplies.

The task of coordinating the work of these crews was handled in the "communications center" of our Baton Rouge service center. Each crew was "flagged" on a large map, the flags

pinpointing positions of each throughout the clean-up. In this way, it was possible to make sure some crews were working in every section of the area.

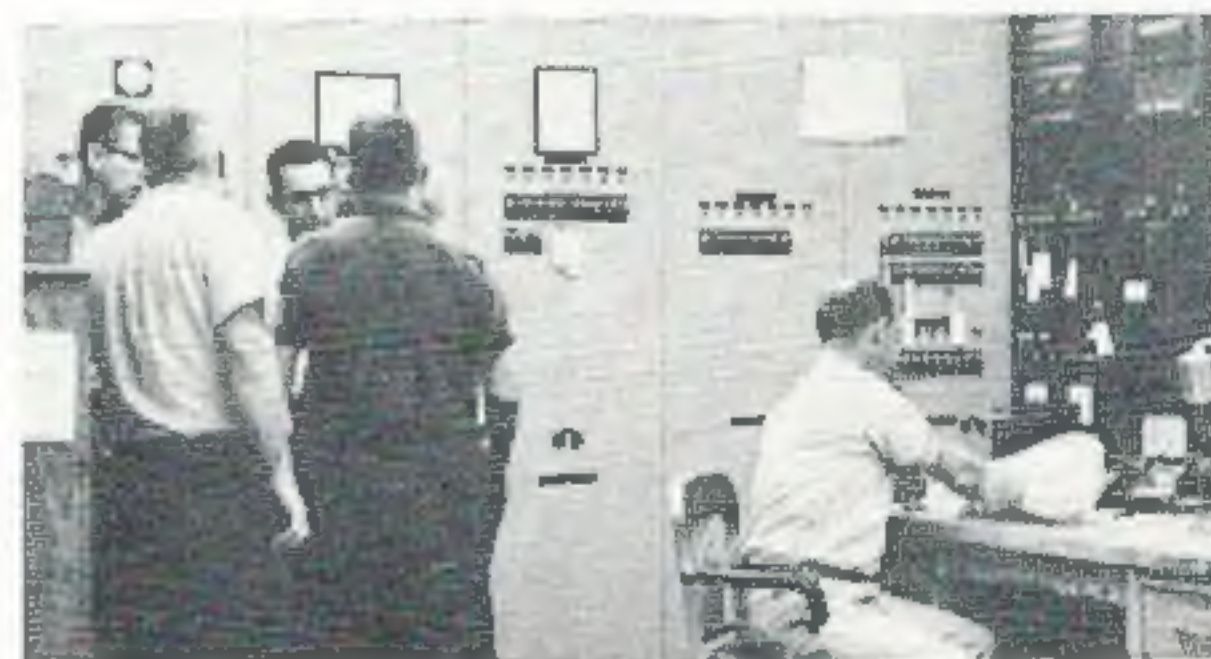
After the bulk of trouble was cleared, the Baton Rouge "scorecard" showed: 50,000 manhours, 3,500 meals and box lunches and 30,000 trouble calls.

Far removed from Hilda's staggering winds but playing a vital role in the Lafayette-Baton Rouge cleanup was the system disaster center set up in the basement of our general office building in Beaumont. Under the direction of Earl White, system operations manager, the Beaumont center dispatched crews from other parts of our system into the disaster areas as they were needed. The system disaster center also kept urgently-needed supplies rolling into Lafayette and Baton Rouge with no loss of valuable time.

**G**ULF STATERS were the last to have an opportunity to enjoy it but many residents throughout the lower half of our Lafayette District literally cleaned up on the "homeless" crawfish following Hilda. The crawfish, a real treat in the Cajun country, had to flee onto roads and highways to escape salt water forced up the Atchafalaya River from the Gulf by the hurricane. Motorists slammed on the brakes and began scooping up the crawfish by the hundreds in buckets and bags.



... in Baton Rouge woods.

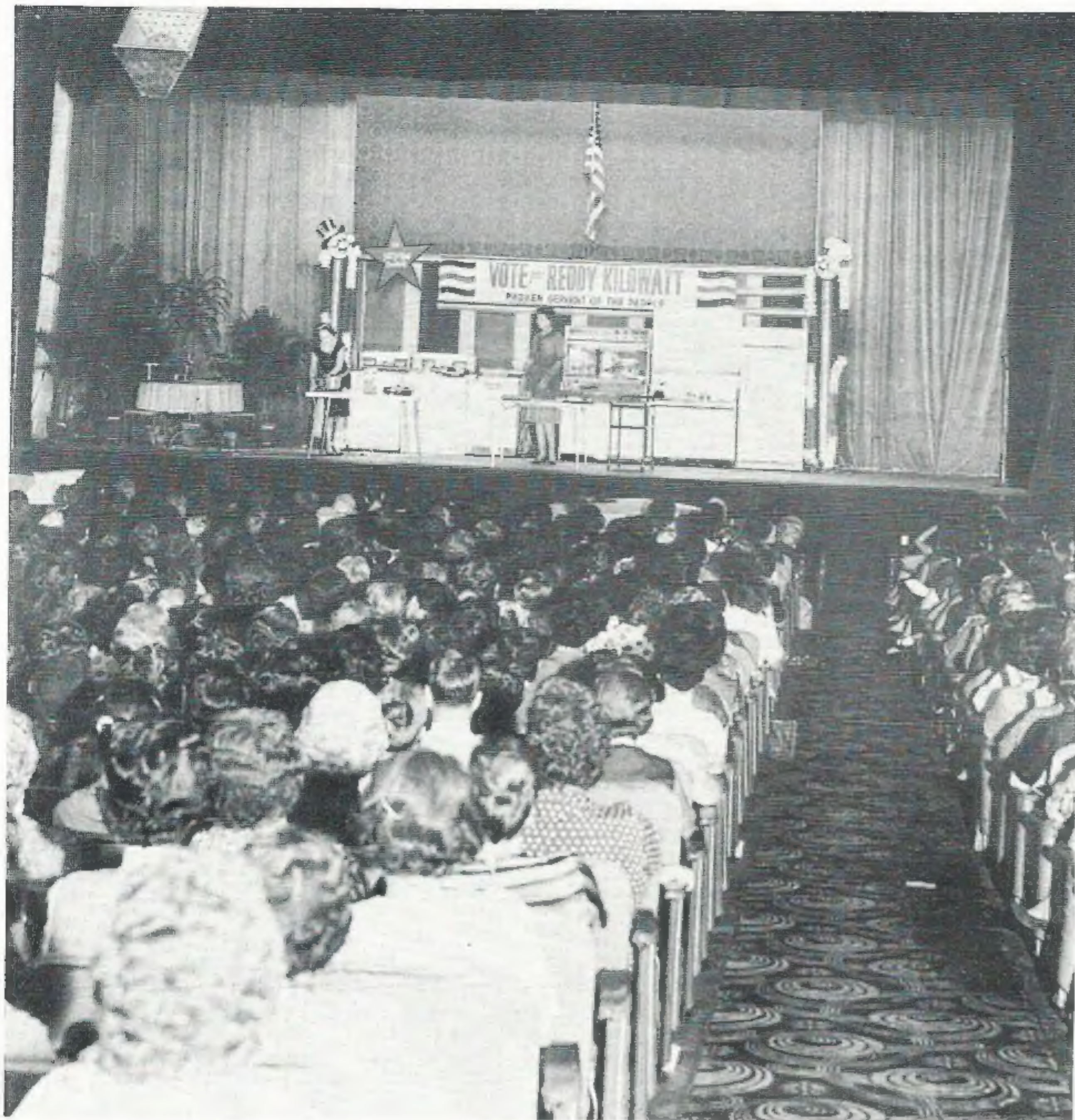


... Baton Rouge communication center.



... lines down in Baton Rouge area.





**BEAUMONT SHOWTIME.** Mrs. Gwen Hansen, Beaumont, and Miss Mildred Tribble, Baton Rouge, present a cooking demonstration before one of the capacity crowds that attended the two-day showing of "Homemaker's Holiday" in Beaumont's Jefferson Theatre. The showing was sponsored by our Company, The Beaumont Enterprise and Journal and Downtown Beaumont Unlimited.

## Homemaker's Holiday for 1964 Draws 3,000 Beaumonters

A crowd of over 3,000 Beaumont area homemakers attended both performances of the "Homemaker's Holiday of 1964" stage show, September 22 and 23, at the Jefferson Theatre in Beaumont. Sponsors for the program were The Beaumont Enterprise and Journal, our Company and Downtown Beaumont Unlimited. The event was held with the co-operation of local electric appliance dealers.

Electrical appliances featured were: the electric range, demonstrated by Mildred Tribble, Baton Rouge home

service advisor; small electric appliances presented by Mrs. Gwen Hansen, Beaumont home service advisor; and the electric clothes dryer, demonstrated with a skit by Gulf States sales personnel. Jerry Boynton of the American National Bank was master of ceremonies.

Prizes given away daily were donated by Downtown Beaumont merchants and electric appliance dealers. Climaxing the first day's prizes was the drawing for a Hotpoint electric clothes dryer which was donated by area Hotpoint dealers. The second day of prize giving was climaxed with the drawing for a General Electric food freezer which was given by area General Electric dealers and our Company.

Festivities on both days began with a welcome and tribute to area housewives by R. M. Frost, president of The Enterprise and Journal.

The Holiday show, which featured "It's Party Time Electrically," followed an election year theme utilizing various types of social parties which were planned and executed on stage with the help of electrical appliances. In a dazzling red, white and blue setting, the show emphasized the many benefits and conveniences of homemaking the modern electric way. Musical entertainment, fashion shows plus the many valuable gifts helped make the fast-moving program both entertaining, informative and interesting. The attending housewives especially enjoyed the home laundry segment of the show which featured GSU employees conducting their own version of the popular television show "To Tell The Truth." The hidden personality in this case was an electric clothes dryer.

The entire production was directed by R. A. McAlpine, superintendent of sales for Gulf States' Beaumont division. The program was co-ordinated by Joe DeJean, system residential sales promotion supervisor and Miss Leonora O'Neal, home service director, both of Beaumont. Assisting with the production were all members of the Beaumont Home Service and Residential Sales Departments and representatives of the Advertising Department.



# Contract Awarded for Steel For Sabine Number Three



THE contract for fabricating the 1,300 tons of steel needed for the third turbo-generator at Sabine Station has been awarded to the American Bridge Division plant in Orange.

American Bridge was one of the nine firms invited to bid on the new unit.

The Orange firm, a subsidiary of U. S. Steel, received a contract for furnishing, shop detailing, fabricating, galvanizing, delivering and erecting the structural steel, stairs and walkways for the 410,000 kilowatt unit.

The awarding of this contract to the Orange plant is in keeping with our Company's policy of awarding contracts to firms within our service area whenever possible. The total value of this contract is in excess of \$500,000.

The new Number Three generator will be the largest of our Company's six power plants. It will almost double Sabine's capability, raising it to 870,000 kilowatts.

The American Bridge contract provides that steel fabrication will begin January 1, 1965, and will be completed by April 30. Steel erection is scheduled to begin March 1 and is to be completed by the following June.

The site for the new unit has been cleared and pile driving began October 5.

The new unit will hike our Company's total generating capacity to 2.6 million kilowatts. It is expected to be placed in commercial operation by November, 1965.

Construction on the new unit will provide employment for some 300 craftsman over the next two years.

**WORK STARTS ON SABINE NUMBER THREE.** Construction work got underway at Sabine Station on the new Number Three unit as construction crews began driving pilings on October 5. This phase of the foundation work will take from seven to eight weeks. The new unit will require 850 pilings driven 70 feet into the ground and it takes 1.66 yards of concrete for each piling. The new 410,000 kilowatt unit is expected to be in commercial operation by November, 1965.





**OUR COMPANY FETES FARMER OF YEAR.** James Earl Weaver, middle, shows off the plaque he won for being named "outstanding farmer of the year" in Area IX in Southeast Texas for 1964. At left is Frank Robinson, local superintendent, Woodville, and at right is Carl Dies of Nacogdoches, who emceed the annual awards banquet held at the Community Inn in Woodville.

## Service Area Man to Compete for Texas' "Outstanding Farmer" Award

**N**EARLY 200 of southeast Texas' leading young farmers were on hand September 14 at Woodville's Community Inn for the annual Area IX Young Farmers awards banquet. Our Company sponsored the dinner and the eight plaques that went to winners.

A progressive young farmer from our service area, James Earl Weaver of Hankamer, walked off with the biggest "plum" of the evening. A member of the Anahuac Young Farmer Chapter, Mr. Weaver was named "outstanding farmer of the year" in the 21 East and Southeast Texas counties that comprise Area IX. He is now

eligible for becoming Texas' "outstanding farmer of 1964," an honor that will be handed out in Dallas in January.

Frank Robinson, local superintendent for our Company in Woodville, got the awards banquet underway with a brief but humorous welcoming talk. He was followed by the night's principal speaker, George McKinney, Texas Power and Light Company's local superintendent at Crockett, who dwelled on the merits of enthusiasm and the dangers of "creeping socialism in our society."

Jeff Davis of Crockett, supervisor of Area IX, presented the awards.

This year's "outstanding farmer," Mr. Weaver, has made agriculture a profitable venture on his spread near Hankamer where he resides with his wife and two children, Jimmy and Gary. Mr. Weaver owns 66 acres and leases an additional 362 acres in the Hankamer area. He has 110 head of cattle and eight horses on improved pastures.

His farm machines include six tractors, a combine, mowing machines, welding and maintenance equipment. Mr. Weaver is half-owner of a farm rice drier-warehouse. Through conservation practices such as land-leveling, improving drainage, soil testing and fertilizing, he has developed a system of improved pastures and rice fields for rotation and most efficient land use. His rice production has gone up from an average of 15-18 barrels per acre in 1947 to 29-30 barrels per acre this year.

Jimmy Fite of the Madisonville Young Farmers Chapter was named second place outstanding farmer at the Woodville banquet. The Madisonville group won first place in the outstanding Young Farmer Chapter competition. Dayton was second.

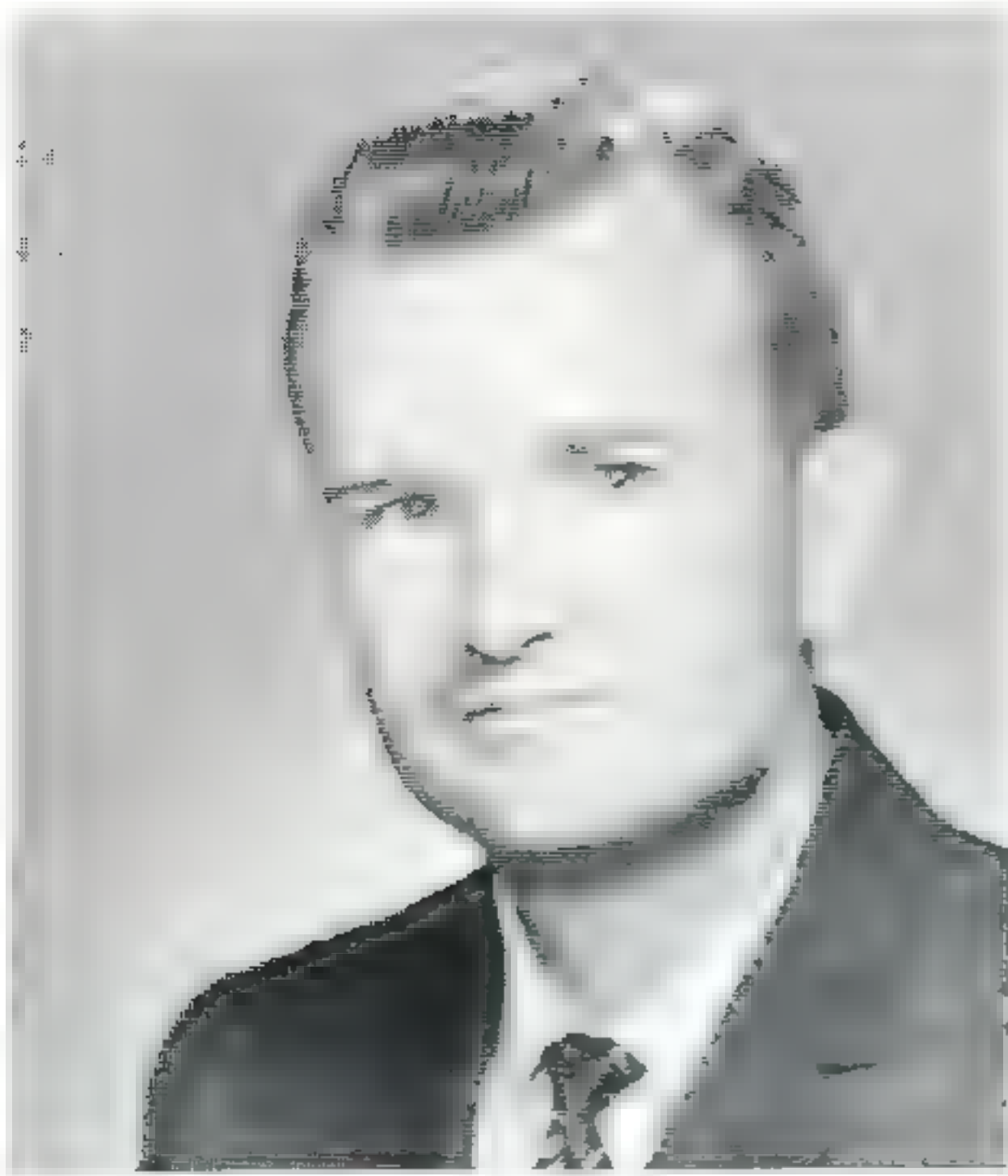
Nacogdoches was named winner of the outstanding new Young Farmer Chapter and New Waverly was second. Madisonville picked up another first place by winning the publicity award. New Waverly won second place.

## To Co-Sponsor Louisiana 4-H Electric Program

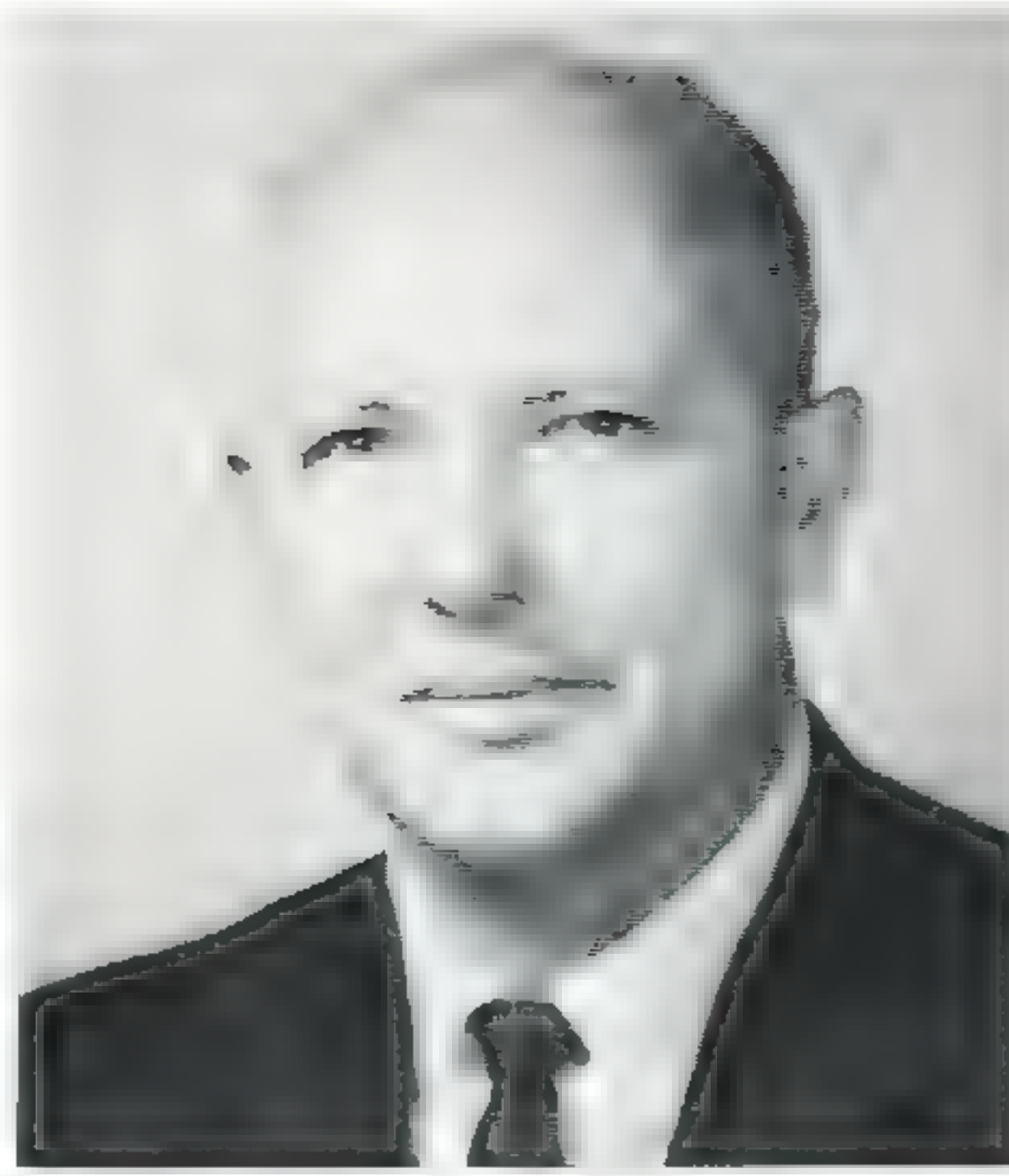
**S**OME 7,117 Louisiana 4-H boys and girls from 61 parishes are enrolled in an electric project sponsored by the Louisiana light and power companies and the LSU Agricultural Extension Service.

Sponsors of the program are our Company, New Orleans Public Service, Southwestern Electric Power Company, Louisiana Power and Light, Central Louisiana Electric Company and the Louisiana electric cooperatives.





J. A. Richardson



E. N. Jordan

## Two Industrial Engineers Promoted, Transferred

**J**AMES A. RICHARDSON has been promoted to supervisor of system commercial sales promotion and transferred to the general office in Beaumont. The promotion was effective September 16.

A native of Crowville, Louisiana, Jim has been an industrial engineer in our Company's Navasota Division since 1962. He succeeds W. E. Richard, who is now superintendent of industrial and commercial sales.

Jim joined our Company in Beaumont in 1950 after securing his agriculture engineering degree from Louisiana State University. He was transferred to Lafayette as a junior farm representative a year later and was promoted to farm representative the following year. He became a senior farm representative in 1955.

He was promoted to area development engineer in 1956 and became an industrial engineer in 1962 when he was transferred to Navasota.

He is married to the former Marie Hall of Bunkie, Louisiana, and they have three children, Jimmy, Kay, and Sue. He was a scout master, a counselor for the Methodist Youth Fellowship and a member of the Lions Club while in Navasota and is a veteran of the Navy, having served between 1945 and 1947.

**N**EIL JORDAN of Beaumont has been transferred to Navasota and promoted to industrial engineer to replace Mr. Richardson.

Neil, a native of Robeline, Louisiana, had been an engineer in the Beaumont Division Sales Department.

Neil came to work for Gulf States in System Engineering, Beaumont, following graduation from Louisiana Tech in 1956. He was transferred to Beaumont Division Sales two years later.

Neil was a member of the Young Men's Business League and the Beaumont Chamber of Commerce. Through the YMBL, he was active in the operation of the Southeast Texas State Fair in Beaumont. He also was active in the Beaumont and North Jefferson County United Appeals campaigns.

He is married to the former Doris Jane Tinsley of Ruston, Louisiana, and they have two children, Janet, 6, and Bobby, 4. They were members of the First Methodist Church in Beaumont.

A registered engineer in Louisiana and Texas, Neil served five years in the Navy as an electrician.

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The man with a new idea is a crank until the idea succeeds.

*Mark Twain*

## Ray Pace, Beaumont, Receives Promotion

**R**AY PACE has been promoted to commercial sales representative senior in Beaumont Division Sales. A native of Vidor, he was formerly a residential sales representative senior.

He joined Gulf States in 1947 after a tour of duty in the Navy and after attending Lamar Tech. His first job was as a customer contact man. Two years later he was promoted to credit and collections.

He became a residential sales representative in 1953. One year later he was made residential sales representative senior.

Ray has been active in community activities in Vidor for years, having served as president of the Chamber of Commerce and the Vidor Optimist Club. He also has been on the board of directors of both organizations. He was instrumental in the founding of boys baseball in Vidor, having served as president of the Vidor Little League in its early years.

Ray is married to the former Grace LaDell Russell of Beaumont and they have two children, Ray, Jr., 17, and Sandra Louise, 15. They are members of the Vidor First Methodist Church.



Ray Pace



# Advertising Tells Fall Campaign Story

**O**CTOBER 1 marked the beginning of our Company's final range-dryer campaign of 1964 and our October-November advertising is telling the story.

A trade-in bonus of \$20 is offered to GSU customers on any type of range that is traded-in on the purchase of a new 230-volt electric range. For our customers who are in the market for a new 230-volt electric clothes dryer, a \$20 installation allowance is offered.

If a neighbor is interested in buying a new range or dryer, or both, call their attention to these special ads stressing the many benefits of buying and owning an electric range or clothes dryer. After showing them the ads, remind them to see their electrical appliance dealer before November 30 when the fall sales campaign ends.

The recipe is most important



but the way  
you cook it is  
important, too

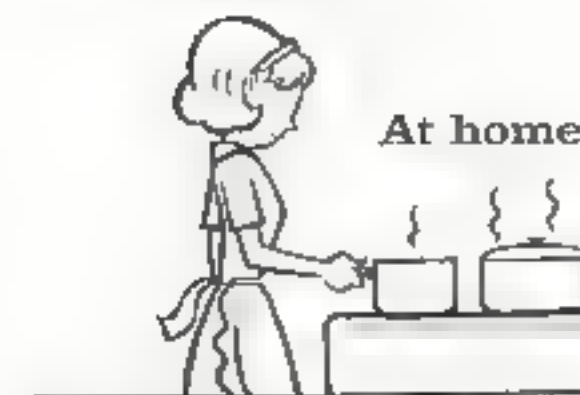
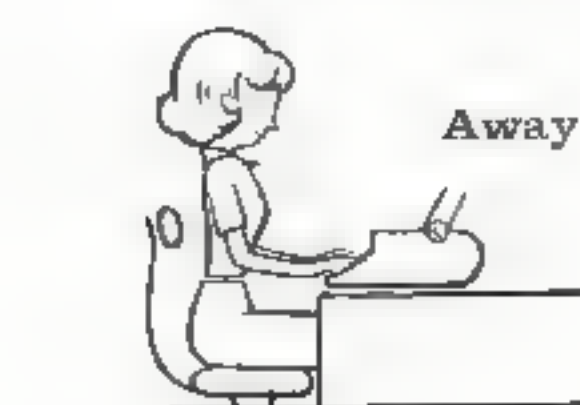
SAVE \$20 NOW

COOK BETTER *Electrically*



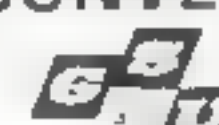
See your electric dealer

IDEAL FOR THE  
2-JOB WIFE



SAVE \$20 NOW

COOK WITH *Electricity*  
SO CONVENIENT



See your electric dealer

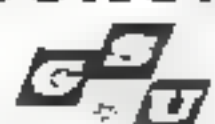
COSTS ABOUT 7½¢ A DAY

For instance, your monthly electric bill, now		
\$5.00 to \$9.00	\$10.00	\$15.00 or more
the average additional monthly cost of cooking electrically will be		
\$2.30	\$2.40	\$1.35

SAVE \$20 NOW

Ask your electric appliance dealer about GSU's special \$20 Trade-In Bonus. Bonus only on new purchase of a new electric range.

COOK WITH *Electricity*  
SO ECONOMICAL



See your electric dealer today

WHO ME?



Yes you!

YES, YOU WOULD LOVE TO KNOW...  
That's just one of many advantages of owning electrically. Ask your dealer. He'll be glad to explain.

SAVE \$20 NOW

COOK WITH *Electricity*  
SO SAVING



See your electric dealer

COOKS THE FOOD  
NOT THE COOK



An electric range cooks the food, not the cook. It's the most convenient and economical way to cook. Ask your dealer. He'll be glad to explain.

SAVE \$20 NOW

Ask your electric appliance dealer about GSU's special \$20 Trade-In Bonus. Bonus only on new purchase of a new electric range.

COOK WITH *Electricity*  
SO SAVING



See your electric dealer today



If most of your troubles are  
**little ones**



When you have little ones, you know how hard it is to keep them happy and healthy. That's why you need a clothes dryer that's as easy to use as a radio. The new electric clothes dryer from G.S.U. is the answer. It's simple, safe, and it dries clothes so fast, you can get them ready for your little ones in no time at all.

**SAVE \$20 NOW**

Ask your electric appliance dealer about G.S.U.'s special \$20 installation allowance. It's yours when you purchase a new electric clothes dryer.

**DRY CLOTHES Electrically  
SO HANDY**



See your electric dealer

**WHAT SMELLS SWEET?**



A rose



perfume



baby



Clothes Dried Electrically

**SAVE \$20 NOW**

Ask your electric appliance dealer about G.S.U.'s special \$20 installation allowance. It's yours when you purchase a new electric clothes dryer.

**Dry Clothes Electrically  
So Fresh**



See your electric dealer



**TOWELS AS SOFT  
AS SHE IS**

...extra fluffy and thirsty... never  
coarse or stiff

This is clothes drying at its best  
this is electric clothes drying

**SAVE \$20 NOW**

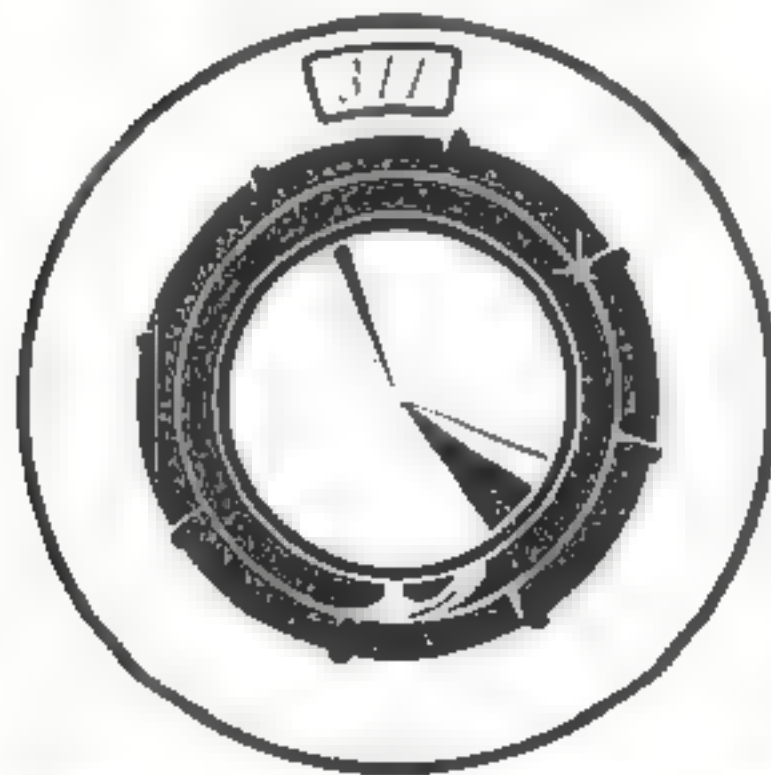
Ask your electric appliance dealer about G.S.U.'s special \$20 installation allowance. It's yours when you purchase a new electric clothes dryer.

**DRY CLOTHES Electrically  
SO SOFT**



See your electric dealer

**AS EASY TO USE  
AS YOUR RADIO**



When you have a new electric clothes dryer, you know how easy it is to use. That's why you need a clothes dryer that's as easy to use as a radio. The new electric clothes dryer from G.S.U. is the answer. It's simple, safe, and it dries clothes so fast, you can get them ready for your little ones in no time at all.

**SAVE \$20 NOW**

Ask your electric appliance dealer about G.S.U.'s special \$20 installation allowance. It's yours when you purchase a new electric clothes dryer.

**COOK WITH Electricity  
SO EASY**



See your electric dealer



**AS GENTLE AS  
THESE HANDS**

When you have a new electric clothes dryer, you know how gentle it is on your clothes. That's why you need a clothes dryer that's as gentle as these hands. The new electric clothes dryer from G.S.U. is the answer. It's simple, safe, and it dries clothes so fast, you can get them ready for your little ones in no time at all.

**SAVE \$20 NOW**

Ask your electric appliance dealer about G.S.U.'s special \$20 installation allowance. It's yours when you purchase a new electric clothes dryer.

**Electric CLOTHES DRYERS  
SO GENTLE**



See your electric dealer

**Keeping  
an eye  
on the sky?**



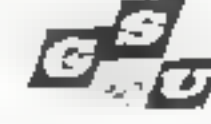
**NO  
NEED  
TO**

When you have a new electric clothes dryer, you know how convenient it is. That's why you need a clothes dryer that's as convenient as this. The new electric clothes dryer from G.S.U. is the answer. It's simple, safe, and it dries clothes so fast, you can get them ready for your little ones in no time at all.

**SAVE \$20 NOW**

Ask your electric appliance dealer about G.S.U.'s special \$20 installation allowance. It's yours when you purchase a new electric clothes dryer.

**DRY CLOTHES Electrically  
SO CONVENIENT**



See your electric dealer





B. C. Kelly



Raymond Holm

## Promotions Announced For Three in Aviation

**P**ROMOTIONS were announced last month for three members of our Company's Aviation Department in Beaumont.

Billy C. Kelly was promoted from utility pilot in charge of the line patrol to co-pilot of the Beechcraft.

Raymond Holm was named to head the line patrol. He had formerly been a utility pilot.

Floyd A. Crow, formerly a test technician first class at Neches Power Station, was promoted to utility pilot.

Mr. Kelly, a native of Angus, Texas, has been with our Company since 1958

when he came to work as a utility pilot. He and his wife, Pat, have three children, a son, Jim, and twin daughters, Cindy and Cathy.

Mr. Holm has been an employee since 1962 when he joined our Company as a utility pilot. He is a native of Dobbs Ferry-on-the-Hudson, New York. He and his wife, Virginia, have three children, Randy, Geri Lee, and Jeff.

Mr. Crow has been an employee at Neches Station since 1960. He was employed as a mechanic's helper. He advanced to a test technician second class in 1962. He has been a test technician first class since January, 1964.

A native of Corpus Christi, Texas, he and his wife, Dessie, have two children, Gregg and Carolyn. He is the 1964 president of Belles 'N Beaux, a Beaumont dance club.



F. A. Crow

*If your hunting area is at a higher altitude than you're used to, go a few days early and give yourself time to adjust before you start active hunting, Southeast Texas Heart Association suggests.*

## Lee Hyatt, Retired Port Arthur Employee, Dies

**F**UNERAL services were held October 6 for Lee Hyatt, 70, of Buna, a retired Port Arthur employee, at the Beulah Springs Baptist Church near Kirbyville.

Mr. Hyatt died October 5 in the Hardin County Hospital. He had lived in Buna since his retirement in 1949.

He is survived by his wife, Mrs. Mattie Hyatt of Buna; three sons, Johnnie Lee, of Port Arthur, James of Kirbyville, and Paul of Blytheville, Ark.; four brothers and one sister.



**NEW NAME FOR OLD CORNER.** Jimmy Mary, a Beaumont sign company employee and son of Austin Mary, superintendent of planning, Beaumont, erects a sign renaming Pearl Street the "United Way" during Beaumont's 1965 United Appeals Campaign. In the background is our Company's general office building and in the foreground are Gulf Staters Carol Wommack, left, and Alyce Corley, both Advertising, Beaumont, stopping to inspect the name changing.



# Company, Lamar Tech Co-Sponsor

## Atomic Energy TV Series

**A**N educational television series on atomic energy for the general public and specifically for ninth graders was begun October 11 by the Lamar Tech Area School Study Council.

Entitled "A is for Atom," the series is comprised of ten 30-minute programs this fall and next spring. The first program, dealt with the historical background from the first Greek theories to the newest atomic concept.

Future programs are scheduled for October 25; November 8, 22 and 29; December 13 and 20. All programs will be televised at 2 p.m. except for the last two dates when the program will consist of two 30 minute sessions and will begin at 1:30 p.m.

Our Company and KBMT-TV (Channel 12) are working in cooperation with the Lamar Area School Study Council in sponsoring the 20 telecasts, which are aimed at improving general public understanding of science in addition to being geared specifically to the needs of ninth grade students.

The program format consists of a studio "class" of two junior high school students, a junior high school science teacher and a non-science college professor. Roy H. Biser, associate professor of physics at Lamar Tech, serves as the series' program demonstrator.

Professor Biser conducts the studio "class" on camera with a number of visual aids to make the subject matter more understandable to the viewing audience throughout Southeast Texas and Southwest Louisiana.

According to the Lamar Council, the fall series are concerned primarily with two major topics: (1) basic concepts of nuclear science, and (2) principles and types of radiation measuring devices.

The first telecast, dwelling on the historical background of the atom,

showed the change in the concept of nuclear science from a hazy philosophical idea to a definite working model that scientists could use in thinking about their problems, according to Mr. Biser.

"It is important to understand where our present concepts come from in order to be able to understand the changes that take place in these ideas today," Mr. Biser said. "We started with the Greek theories about the universe and saw how they first proposed an atomic theory. Later we saw the contribution to these ideas from the alchemists and others."

## H. E. Mortimer Attends University of Pittsburgh Course

**H.**E. MORTIMER, director of rates and depreciation, Beaumont, was one of 47 middle-management executives who attended the 33rd session of the University of Pittsburgh's management program for executives.

Founded in the spring of 1949, the program is a major activity of the University's Graduate School of Business. More than 1,636 executives have been enrolled in the semi-annual sessions.

By spending eight weeks on campus, the participants can give their undivided attention to study. The program consists of nine courses on such varied topics as international operations and marketing policy, plus lectures by business professors, business executives and government representatives.

Participants also have the opportunity to observe operations in Pittsburgh plants, banks, and research facilities with commentaries by executives.

Emphasis is placed on the need for increasing analytical and perceptual skills, and the importance of identify-

ing and clarifying issues so that the participant may improve the quality of his decision-making.

Mr. Biser said the study of the behavior of gases provided the next real success of the atomic idea. That led to a combination of the work of the alchemists and the "new" atomic theory from the study of gases, a combination that laid the foundation for the twentieth century concept of atoms.

Joining Mr. Biser on the production staff of the series are Dr. Thomas T. Salter, executive secretary of the Lamar Council and associate professor of the education department at Lamar Tech; Jeff G. Pemberton, program director at KBMT-TV; and Dr. Harold Baker, professor and head of the department of chemistry at Lamar Tech and associate director of the television series. Dr. Baker will be in charge of program content organization.

The fall series of programs will culminate December 20 with a review and conclusion type presentation.



H. E. Mortimer



# Training Conducts Writing Course

**L**AST month the Training Department began conducting a series of classes on the "Principles of Clear Writing" for all employees involved in writing letters, memos and reports.

"The purpose of the classes is to instill an awareness in employees, who must in their job write various forms of correspondence, of the need for clear and comprehensive letter and memorandum writing," said Jim Towers, training representative, Beaumont, instructor for the class.

The classes consists of three parts conducted during six sessions. Part one deals with instructions in the principles of good clear writing; part two explains the principles of grammar and composition in good writing; and part three consists of classroom exercises in rewriting sample letters, reports and memos.

Seventy-five employees in six classes signed up for the first series of instructions. The first sessions were conducted for General Office employees. Other sessions will be held throughout the system at later dates.

## Democracy's Not Perfect, But . . .

**N**OT until election time does the American citizenry divide, one taking one path, one another. 'Then, and virtually only then, does one ponder, 'Wonder which way he votes?' as a neighbor walks down the street . . . Just the same, one does not cease patronizing the grocer because he votes Republican, you vote Democratic. One does not cut his good neighbor off with a sneer because the voting choice differs. Democrats sit next to Republicans as usual in church and worship continues as if there were no election . . . "

*St. Clair, Mo. Chronicle*



DEAR SIR . . . Jim Towers, training representative, Beaumont, explains usage of grammar to this group of General Office employees attending the first class to be conducted by our Training Department in the "Principles of Clear Writing."

## To Retire November 1

**H**ERMAN KUYKENDALL, storeroom assistant in Conroe, will retire November 1 after more than 35 years of service to our Company.

He joined our Company in Conroe in 1929 as an extra laborer. Later that year he moved into the ice department as a deliveryman. He worked in the ice department until 1933 when he became an operator in the Conroe power

plant. He served in various plant classifications until 1954 when the extension of our transmission system allowed the Company to cease operation of the local power plant. He was then transferred to the Substation Department as an operator. He has been in Accounting as a storeroom assistant since 1960.

Mr. Kuykendall and his wife, the former Cosette Ricker, will continue to make their home in Conroe where he is a deacon in the First Christian Church. Retirement plans call for time for hunting and fishing.



Herman Kuykendall

## Thrift Plan

**T**HE trustee for the Employee Thrift Plan made the following purchases of Company stock during September covering employee deductions and Company contributions through August:

- 1,231 shares of common stock at a total cost of \$56,285.11 or an average cost of \$45.7231 per share;
- 109 shares of \$4.40 preferred stock at a total cost of \$10,684.16 or an average cost of \$98.0198 per share.

The trustee also deposited \$58,607.77 in the Savings Department of the First Security National Bank of Beaumont.



# A Public "Thank You"

The following letter appeared in the JAYCEE JOURNAL of the Beaumont Junior Chamber of Commerce. David Mayo is employed at Neches Station. The letter had appeared in the Beaumont Journal.

Editor, Journal:

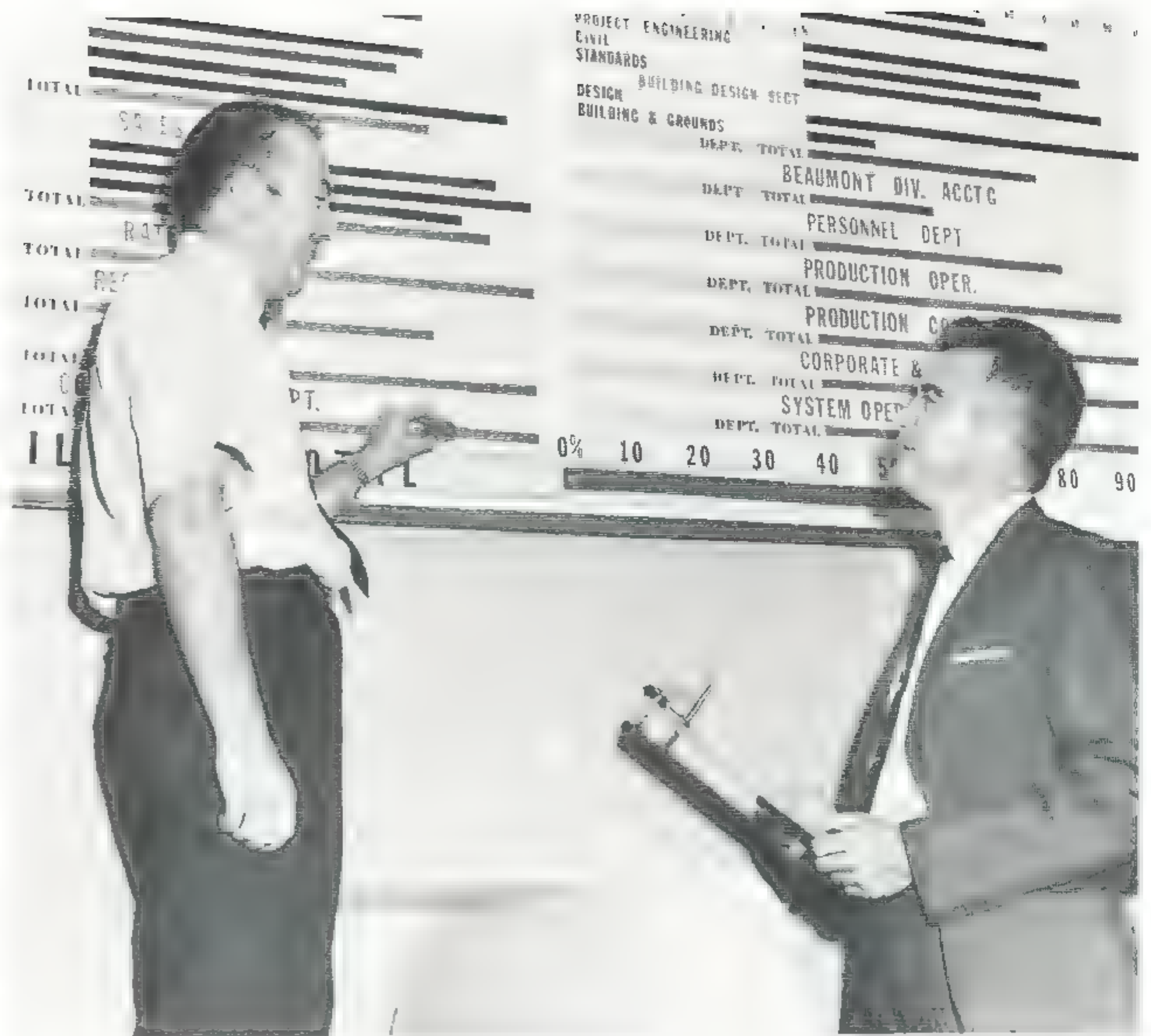
Here's a public "Thank You" to the Beaumont Jaycees for their coffee and kindness on Labor Day. Their labors helped many a weary traveler that day.

Some of their good deeds went without public notice probably.

Take David Mayo, a member of the Jaycees. He stopped to help this lady in distress when I ran out of gas on Interstate Highway 10. His thoughtful assistance was a great comfort to this frantic female, alone on a highway where the houses are few and far between and filling stations are even fewer.

To him and all the other big hearted Texans, but especially the Jaycees, I say thank you.

Mary Ann Strucol



GSU'S UNITED APPEALS CONTRIBUTIONS CLIMB. Ward McCurtain, tax representative, Beaumont, right, reads off the latest departmental reports as George Hayes, Electrical and Civil Engineering, Beaumont, brings the general office United Appeals "scoreboard" up to date. Ward served as our Company's United Appeals co-ordinator in Beaumont this year and George worked as building chairman of the general office. The general office employees received their Fair Share banner on October 2 while the Neches Station group received their banner October 9.

## Your United Way Gift

## Works All Year

THE sick and lonely aged receiving care in an attractive nursing home, a teen-age group in a serious discussion at the Y, a working mother dropping off her toddler at a day nursery, a crippled boy smiling up at his therapist, a troubled husband and wife talking it out with a family counselor, a busload of boys and girls starting off to camp . . . you provided all of these wonderful things during the past year because you gave your fair share.

You can again help provide these comforts and pleasures when you pledge your fair share to your United Way campaign this year.

And with that same pledge, you help provide services that are vital to the health and welfare of the nation.

Because you give, wonderful things will happen every day during the coming year . . . wonderful things that can only happen in communities where people really care about people.

Your one gift works many wonders when you give the United Way.

—NBE



"It still looks radio-controlled to me!"



## gulf staters in the news

**T. O. Charlton**, district superintendent, Orange, has been elected president of the Sabine Area Council of Boy Scouts of America.

**Walter House**, sales supervisor, Orange, was elected secretary of the Orange Chamber of Commerce during a directors' meeting September 23. Walter and other newly-elected 1965 officers will be installed at a banquet January 20.

**Alan Hastings**, vice president, Beaumont, was the speaker at a recent meeting of the Administrative Management Society of Beaumont. He spoke on "Economic Growth in the Sabine Area."

**F. F. Johnson**, vice president, and a director of our Company, manager for Lake Charles Division, has been named chairman of advance gifts, division A, of the Calcasieu United Appeals 1965 campaign. Co-chairman is **H. R. Smith**, a director of our Company, and general manager of Cities Service Oil Company's Lake Charles operations.



**RECEIVES PROMOTION.** Lt. Col. Dow Wynn, left, commanding officer of the 353rd Transportation Battalion (truck), pins captain's bars on Aubrey M. Smith, battalion supply officer, while the unit's executive officer, Maj. Clifford H. LeBlanc, Jr., reads the promotion orders. Captain Smith is an engineer in System Production, Beaumont. He has been in the Army reserves eight years and served two years active duty at Ft. Knox, Ky.

Vice president Johnson is also president of the Calcasieu Area Safety Council, vice president of the YMCA, director of the Lake Charles Association of Commerce, a member of the Louisiana State University Foundation and a trustee of the Public Af-

fairs Research Council of Louisiana. He is also chairman of the board of the First Methodist Church and a member of the board of trustees.

Director Smith is on the board of directors of the Lake Charles Association of Commerce and a member of the civic affairs committee, a member of the board of directors of the Southwest Louisiana Hospital Association; board member of the YMCA; and on the board of trustees and treasurer for the trustees of Trinity Baptist Church.

He is also a member of the board of trustees and executive committee of the Public Affairs Research Council of Louisiana, on the executive committee of Louisiana Petroleum Council, on the executive committee of the Louisiana-Arkansas Division of Mid-Continent Oil and Gas Association, and the air and water conservation committee of the American Petroleum Institute.

Division A will be responsible for a goal of \$116,879, or 37 per cent of the 1965 goal of \$310,000. The campaign is being conducted to raise operating funds for the 15 member agencies of United Appeals during 1965.

Assisting in Division A is Ed Taussig, former director of our Company.



**INDUSTRIAL, AREA DEVELOPMENT SALES HUDDLE.** This was the scene at our Company's Lake Charles kitchen auditorium September 15-16 as an industrial and area development sales meeting unfolded. Topics covered were industrial sales, marketing and sales research, power sales and the power salesman and industrial lighting.



# Service Awards

## THIRTY YEARS



C. H. Harris  
Distribution  
Baton Rouge

## TWENTY YEARS



R. J. Berthelot  
Production  
Louisiana Station



R. E. Cowart  
Distribution  
Beaumont



O. W. Reeves  
Distribution  
Baton Rouge



J. W. Theriot  
Gas  
Baton Rouge

## TEN YEARS



Frances Engelbrecht  
Personnel  
Beaumont



R. J. Didier  
Distribution  
Baton Rouge



THEY'RE LOOKING FOR NEW INDUSTRY. And our Company's Area Development Department proves it stands ready to assist as Robert Lanier, Huntsville District superintendent, right, presents brochures featuring available industrial sites in the Trinity area to city dignitaries. Mr. Lanier presented the plant site brochures at a noon luncheon meeting of the Trinity Lions Club October 7. Also in attendance was L. N. Brannan, supervisor of our Company's Area Development that compiles and makes up the brochures. Joining Mr. Lanier in the picture are, from left, R. L. Burton, president of the Lions Club; Mrs. Barbara Richards, secretary of the Chamber of Commerce; Dr. S. R. Barnes, Lions Club program chairman; and Gordon Mangum, president of the Chamber of Commerce.

## Profit Program Soviet Style

RECENT events in the Soviet Union indicate that the Soviets are willing to consider limited use of the profit motive in state industries.

At present, a Soviet factory's performance is judged on how well it fulfills its production plan. Thus plant managers, to increase their chances of meeting targets, commonly try to obtain the lowest possible production plans.

Public proposals by a Soviet economist and a leading economic manager would replace output targets with profits as the main index of plant achievement.

The new profit system would allot a greater share of profits for use by the plant manager in the plant, thus increasing the manager's incentive to make his plant produce. Profits would also be used to pay bonuses for good work, and for plant modernization and other means of increasing profit.

The fact that such views can be openly published in the Soviet Union is significant. In part, this discussion may reflect recent Soviet rejection of the Stalinist view that the U. S. capitalist economy is marked by permanent crisis and successive economic depressions.



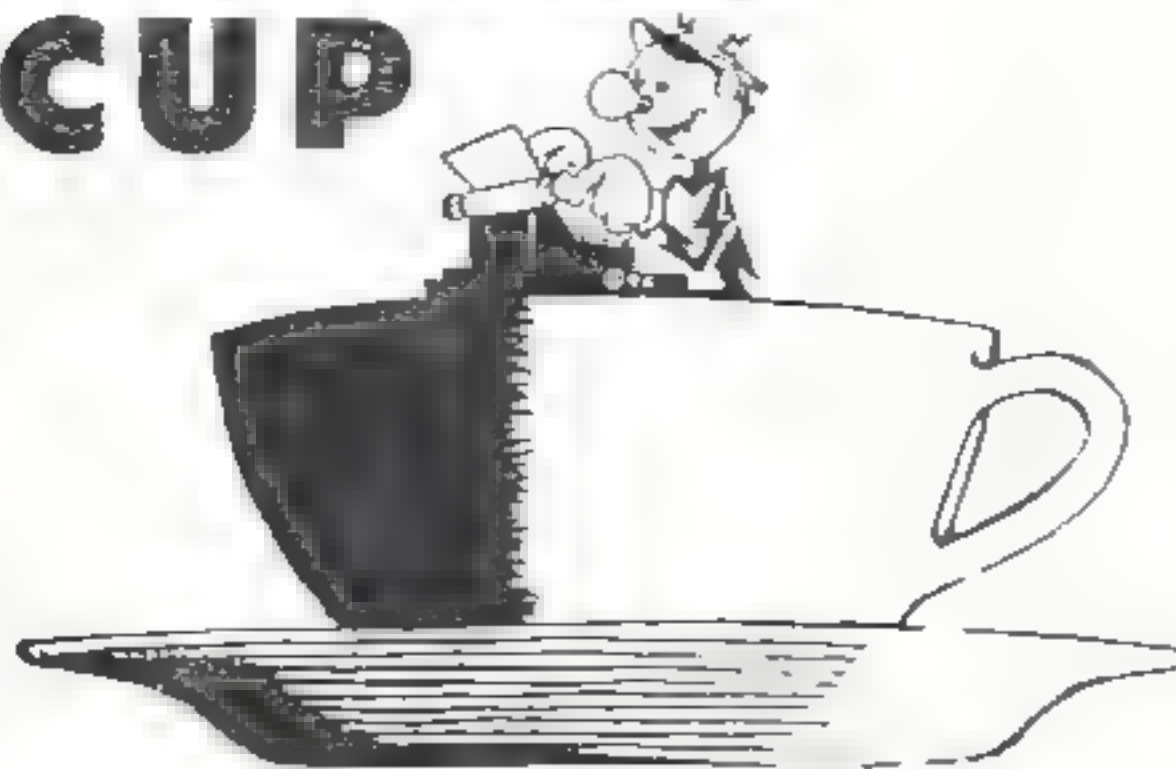


**VISITS MOTHER.** Major Charles Hirsch recently spent two weeks visiting his mother, Mrs. L. L. Hirsch, in Port Arthur. Major Hirsch is on duty at the Pentagon in Washington. In addition to his work there, he is permanently assigned to the White House as presidential social aide and assists in hosting White House activities. He entered the Air Force after graduating from the Naval Academy at Annapolis. His father, the late L. L. Hirsch, was employed in System Production in Beaumont. A brother is Professor Teddy Hirsch, a Ph.D. at Texas A&M.



**BEST WISHES AT RETIREMENT.** A. W. Hastings, vice president and assistant to the chairman of the board, extends best wishes at retirement to Grace Brooks, home service advisor, Beaumont, who culminated a 27 year career with our Company October 1. Some 40 fellow employees from the system and Beaumont Division Sales turned out to offer similar wishes at a farewell party in the general office test kitchen.

## over the COFFEE CUP



**B**ETTY JO LUM, General Accounting, and Avonne Dumas, Plant Accounting, left Beaumont on July 11 driving to Los Angeles where they boarded a plane bound for Hawaii. After spending eight days in the islands, they returned to Los Angeles for additional sightseeing. They visited Disneyland and Knott's Berry Farm before beginning the return trip which included stops in Las Vegas and Grand Canyon.

**S**EPTEMBER 4 was the occasion for a housewarming given for Jo Ann Priest, Records. Friends and relatives called between the hours of 7-9 p.m. Approximately 60-65 people attended.

Many lovely gifts were given to Jo Ann and husband, Carl Ben, for their beautiful new home at 442 Pine Shadows Drive in Beaumont.

Vacation time once again for Avon (Records) and Marvin (Engineering) Ogden. This year they traveled by car leaving September 6 for Atlanta, Georgia, where they spent ten rather chilly days. Their main interest while there? Why, what else! The National Championship Boat Races, of course. They returned September 15.

See some familiar faces in the Records Department? A mighty big welcome goes to Carole Hatch (10th floor) and to Elizabeth Johnson and Frances Wright in Duplicating.

Wedding bells rang for Mr. and Mrs. Charles Ray Hatch September 11 at 7 p.m. in First Baptist Church of Port Acres. One of our girls, Dana Havens was maid of honor. Carole was the former Carole Murphy. Charles is a senior at Lamar Tech. They are making their home at 3834 Port Arthur Road.

—By Betty Raines

*Going hunting? If you're a city dweller, don't try to keep up with rugged mountain men; don't strain to keep up with younger men or to impress your buddies.*

It is never any good dwelling on goodbyes. It is not the being together that it prolongs, it is the parting.

*Elizabeth Asquith Bibesco*

## THANK YOU!

My dear fellow employees:

Thanks to all of you who helped make possible the wonderful farewell party for me September 30.

My work was always such a pleasure, both with the public and with my fellow employees at Gulf States. I will miss you all so much, and will miss my work, too.

Thanks again, to the 303 employees who made possible such a nice farewell gift. I'm overwhelmed.

Always your friend,  
Mrs. Grace Brooks  
Beaumont

*\*Mrs. Brooks, a home economist for 27 years in the Beaumont area, retired last month.*



**S**EVERAL people have been on vacation from the Beaumont Service Center during the last couple of months.

**Edy Waltmon** and her husband, **Don**, spent a week at Lake Tawakani, near Dallas. Here they went fishing and swimming. Since they were only 35 miles from Dallas, they also visited Six Flags.

**Preston Davis** also had a week's vacation. It seems as if his wife put her foot down and made him do some work around the house. He did some painting and refinished some furniture. Preston, we are sorry that you had to work so hard on your vacation.

**Lester Jackson**, general substation foreman, really had a vacation. He and his wife flew by jet to Los Angeles, California, for a two weeks visit. They visited with their son, **Lester, Jr.**, who is director of public relations for Walt Disney Enterprises. While there, they toured Disneyland, Balboa Park in San Diego and also Santa Barbara. Mr. Jackson says that this is just a few of the places they visited.

**T**WO new girls have recently joined the Beaumont T&D Engineering Department. **Pat Kaluza** is now filling vacancy left when **Jaye Quarles** moved to Florida where her husband is attending the University of Florida. **Sara Rayburn** replaced **Linda McRill** who moved to Canada to join her husband.

We are happy to have **Austin Townsend**, substation operator, back on the job. Austin was in the hospital for a

few weeks recuperating from an automobile wreck.

**Joyce Smith**, Service Department, her husband, **Jimmie**, and daughter, **Sharon**, recently spent a Saturday in Houston shopping and seeing Cinerama.

**Frances Stripling**, who is in the Records Department but presently working on the Service Center files, enjoyed a weeks vacation in Dallas and at Six Flags.

—By Dorothy Gaus

## MADISONVILLE

**J**ANE BAZZON, local office clerk in the Cleveland office for the past 19 years, was married July 25 to **David Perry Mann, Jr.** of Woodville, Texas. Mr. and Mrs. Mann are now making their home in Woodville.

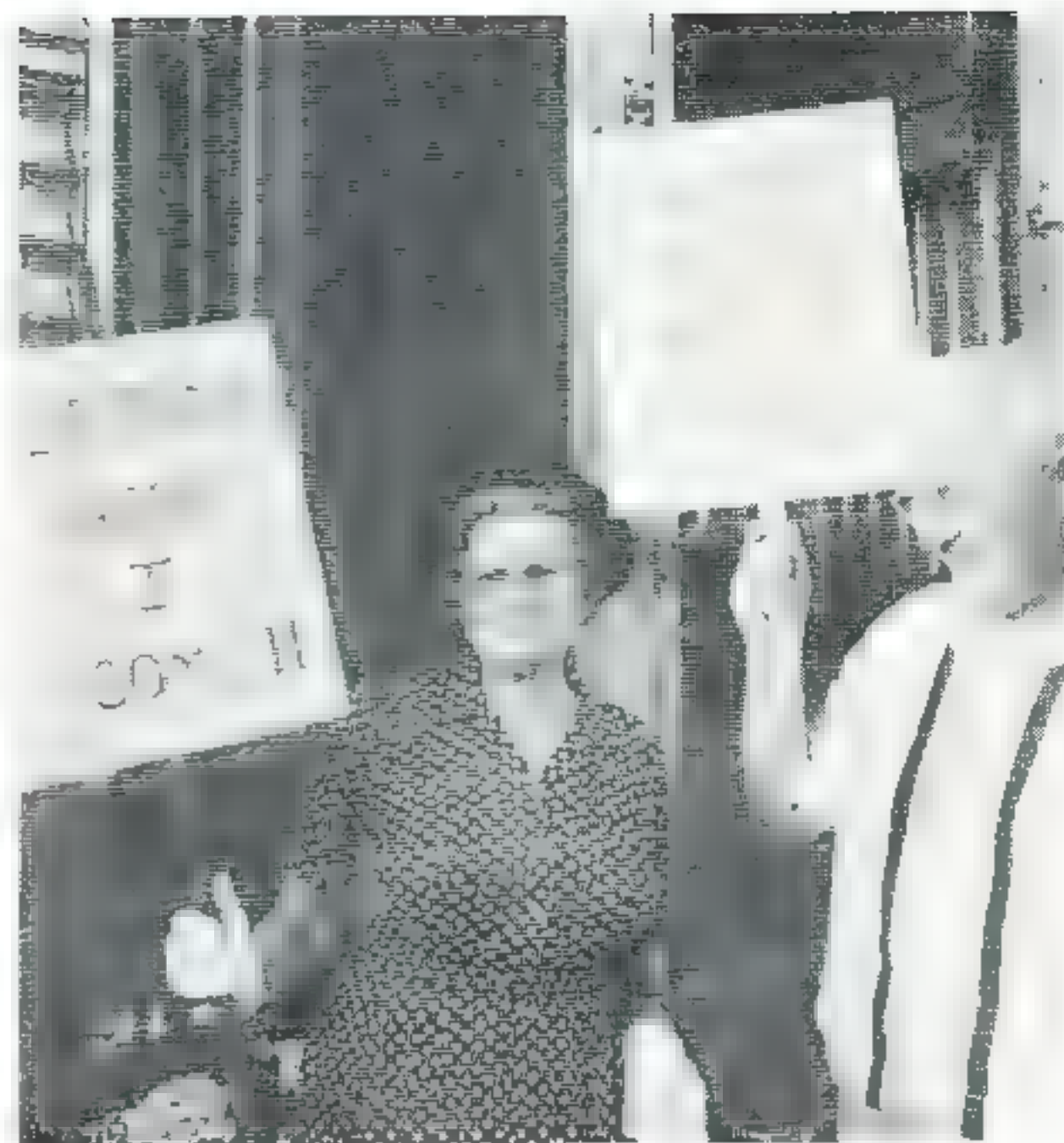
**Betty Corn**, local office clerk, has also left our office to return to Sam Houston State Teachers College. Filling these vacancies are **Suzanne Thompson** and **Janet Evans**.

—By Babs Snell

## ORANGE

**O**RANGE employees extended a welcoming hand to three new Gulf Staters, **Audrey Bonin** in Accounting, **Ronald Broussard** and **Larry Boelme** in Line.

Everyone is happy to see **C. P. "Red" Jordan** back on the job after



**ON HER WAY.** May Thomson, retired Lake Charles Accounting employee, is getting a royal sendoff by her brother, **Bill**, supervisor of commercial sales, Beaumont Division, as she boarded the train on September 3 for a visit to the West Coast. Miss Thomson visited her brothers, **Quentin** and **Mark**, in Tucson and Los Angeles.



**GENTLEMAN FARMER.** M. M. Miller, Opelousas, district serviceman, shows off a stalk of sugar cane from his garden. From the size of the stalk, we can assume that he is an excellent farmer with a big green thumb. He also grows most of the vegetables he and his family serve at their famous dinners.



**ROYAL JUDGES.** Mrs. A. B. Mitchell, center, wife of A. B. Mitchell, Lafayette storekeeper, was one of the judges who selected the children's king and queen of this year's Yambilee at Opelousas. Other judges were Mrs. Gerald Lejeune, Mrs. Lucille Hall, Mrs. Clara Morvant and Frank Brucato.





**OUR OCTOBER GIRL.** Mitzie Allen, daughter of Mr. and Mrs. Wayne Allen celebrated her fifth birthday on October 1. Her father is employed in the Cleveland T&D.



**HUTCHINSON CHILDREN.** Robbie Annette, 6 months, top, and Scott Frank, 5, and Daniel Robert, 3, are the children of Frank R. Hutchinson, an employee in the Choctaw Line Department in Baton Rouge.

being hospitalized and convalescing for some time.

The western United States claimed the attention of two Orange Gulf Staters. **O. F. Peveto** and family made a trip to Colorado and enjoyed every bit of this scenic state. **Doris Womack** traveled to California making a slow trip seeing all the sights along the way including Carlsbad Cavern, the Painted Desert, Grand Canyon and making a side trip to Disneyland.

—By *Davie Carpenter*



**L. A. "PAT" SULLIVAN** spent four weeks on vacation recently. He did a little fishing and visited relatives in Texas. "Pat" is the right-of-way man in Lake Charles Division.

—By *Ann Bowers*

**MR. AND MRS. J. L. MANENA** were the guest of Mr. and Mrs. Anthony LeBato aboard the cabin cruiser, "Karen Sue," for a Labor Day outing. Incidental to the trip were the 150 pounds of jumbo tails that just happened to get into the shrimp net.

**Mr. and Mrs. Harry O'Quinn** and children spent their vacation in Panama City, Florida, where they had a wonderful time.

Touring Arkansas on their vacation were **Mr. and Mrs. Melvin Bergeron**. They pulled along their trailer house and enjoyed camping out.

—By *Jo Ann Burnett*

**GLYN A. HOWELL** recently completed his tour of duty in the Army and has returned to work in the Line Department. The Howell's have a new, 2½ months old, son, **Richard**.

August vacationers included **F. G. "Boobie" Mathis**, line foreman, who spent his two weeks fishing and **Jack Killough**, general line foreman, who took a short trip to Texas.

Scheduled to move into a new home in Maplewood soon are the **Wayne**

**Cloyds**. Wayne is employed in the Lake Charles Line.

**Murphy Gibbs**, line foreman, has been spending his spare time remodeling his home.

**J. P. Trouard** was recently in the hospital for surgery. He is now back to work feeling fine.

**Jimmie Farlow** has returned from a two weeks vacation in Michigan and Canada where he visited relatives and friends. Jimmie caught a jet in Houston for Michigan. From there he traveled to Canada by boat to Point Huron on Lake Huron.

—By *Edith Patterson*



**DURING** the height of our trouble calls from Hurricane Hilda, one of the Baton Rouge employees was



**ALOHA.** This lovely island wahine bids Mr. and Mrs. Lionel Dugas, he's vice president and general sales manager, aloha to Hawaii while on vacation there this summer.



startled to hear a lady complain, "Twenty of our babies died Saturday night." He almost dropped the phone, shocked to death, until she added, "The rest are acting kinda crazy swimming around in the aquarium."

—By Margie Force

## GAS DEPARTMENT

**F**REDA McGREW recently spent a wonderful week in the ski country. The best part of the trip was learning to ski. "Well, anyway, I learned to let go of the rope when I fell down. There were a couple of other amateurs with us, so I got to laugh, too."

—By Freda McGrew

## LOUISIANA STATION

**A**NN GAYLE STIEGLER and daughter spent a weeks vacation in Utah. She and Marcie visted relatives in Salt Lake City and Ogden.

—By Joyce Rachal



**BIG ONE GOT AWAY.** Mr. and Mrs. Willie J. Petzolt of Navasota recently caught this 57½ pound catfish in the Brazos River near Navasota. Willie would not commit himself, but in true fisherman fashion he indicated that he felt the big one got away. He is employed in the Navasota Substation.



**Mr. and Mrs. R. H. Lawton**, superintendent, Louisiana Station, on the birth of their second great grandchild, **Laurel Kay**, daughter of Mr. and Mrs. L. L. Ware of Belleville, Illinois.

**Mr. and Mrs. Charles A. Siebert** on the birth of their son, **Ronnie Joe**, September 8. Charles is employed in the Baton Rouge Gas Department.

**Mr. and Mrs. Henry A. Wagner** on the birth of their first baby, **Deborah Lynn**. Henry works in the Orange Line Department.

**Mr. and Mrs. Dennis Forston** on their daughter, **Kimberly Renee**. Dennis is employed in the Orange Substation.

**Mr. and Mrs. Lee Johnson** on the birth of twin girls, **Terri and Jerri**, born at St. Elizabeth's on August 19. Lee is in the Mechanical Maintenance Department at Neches Station.

**Mr. and Mrs. O. V. McNeil** on the birth of their daughter, **Teri Lyne**, born at Baptist Hospital on August 26. Mr. McNeil is in the Operations Department at Neches Station.

**Mr. and Mrs. John Sheets, Jr.**, on the birth of their daughter, **Dawn Renee**, on September 18. John is a serviceman in Gonzales, Louisiana.

**Mr. and Mrs. Ray W. Pharo** on the birth of their son, **Bryan Lauve**, on August 26. Bryan's big sister, **Lynda**, said her goodbyes to him and left for her freshman year at college. Ray is with the Port Arthur Engineering Department.

**Mr. and Mrs. J. W. Jackson**, Cleveland, Texas, on the birth of their son, **Robert Martin**, August 12. J. W. is a lineman in the Cleveland T&D. The Jacksons have two other children, **Jerry**, 12, and **Cynthia**, 11.

**Bill and Marlene Fox** on the birth of their daughter, **Terri Lynn**, August 9. They also have another child, **Mike**. Bill is employed in the Beaumont Meter Department.

**Mr. and Mrs. Harmon Whisenhunt** on the birth of their daughter, **Deanna Renee**, September 12. Harmon is employed in the Beaumont Meter Department.

**Mr. and Mrs. Terrell G. Franklin** on the birth of their daughter, **Shelly Ann**, September 7. "Butch" is supervisor of customer accounts for Beaumont Division.



**SUMMER FUN.** Cheryl, Steven and Ronnie, children of William H. Foster, Port Arthur Line, show off some of the fish they caught this summer.



**NOVEMBER CHILDREN.** Kathi, left, will be 11 on November 19 while her brother, Bobby, will be 8 on November 7. They are the children of Mr. and Mrs. Robert T. Singletary, Cleveland.



# Jamye's Ducks Join Baton Rouge's University Crowd

**"H**ERE ducky, ducky, ducky, ducky.  
Here ducky, ducky."

A little girl with a big jar of shelled corn stands calling, and birds waddle up from all directions. She begins to throw out the corn and then her curiosity is satisfied as she spots one and probably the other. Momma Duck, whose crimped wings bear testimony to some unknown accident, is easy. But Big Boy is getting harder and harder to pick out from among the other big ganders.

Jamye Stelly, six-year-old daughter of James A. Stelly, supervisor of commercial sales, Baton Rouge, was given two white pekin ducklings by an uncle for Easter in 1962. After a year the two ducks were full grown nuisances, and, after some persuasion, an agreement was reached to free the pair in University Lake, a man-made body of water along the northeast boundary of Louisiana State University campus.



**FEEDING TIME.** Jamye Stelly, six-year-old daughter of James A. Stelly, supervisor of commercial sales, Baton Rouge, feeds the ducks at LSU's University Lake. Among the flock are two former pets of Jamye's that she released on the lake when they outgrew their home.

At the time there were about six other white ducks in the lake. Now the flock numbers about 50 and has been joined by some 30 wild mallards.

On a sunny afternoon all 80 of the birds can now be found lounging along a tree-shaded finger of the lake that juts between a row of new women's dormitories and LSU's huge Parker Coliseum. Jamye goes there with her mother and little sister Kathy to feed her former pets. Once they would come to her call and eat from her hand, but they will do it only occa-

sionally now. Too many days have gone by; too many other hands are feeding them.

On one such feeding trip this summer the Stellys found an egg in some weeds along the shore. They tried to find a few more, thinking they would take them home and attempt to hatch them. The search proved fruitless. So Jamye took the egg home and put it in the freezer. Now she has, as a memento of her experience with the ducks, one egg—very large and very frozen.

**RETIREMENT DAY.** H. P. Bell, master electrician, Neches Station, joins the members of the electrical department for a picture on his last day with the Company, July 31. Mr. Bell had been with our Company since 1932. Pictured are: first row, left to right, P. W. Vickery, J. C. Hoell, A. W. Hale, J. D. Shepherd and V. B. Olson. Back row: O. Parker, H. J. Rutherford, C. A. McGee, H. E. Miller, J. D. Watkins, O. S. Richardson, R. M. Tompkins, W. B. Martin and F. R. Danna.







"ME—A FIGHTER? NO!" D'Ann James, Records Department, Beaumont, pulls a "switch" on a well-known TV commercial. In fact she says, "I'd rather switch (on an electric dryer) than fight! Battle winds, rains and outdoor stains? Nonsense! Like D'Ann, you'll love a carefree, flameless clothes dryer from the moment you see your first fluffy-fresh load of electrically dried clothes." Now

is the time for Gulf Staters who do not have an electric clothes dryer to stop fighting and start switching by taking advantage of the \$20 installation allowance being offered during the October-November range-dryer campaign. Check on the very special low prices on dryers now being offered at your nearest Residential Sales Department. See our campaign advertising on page 12.



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## “What Makes America Great?”

THAT question would probably bring many different answers from today's students. But most of them would surely agree that imagination is one of the most important qualities leading to the business achievements that make this nation what it is today.

America's investor-owned electric light and power companies are a good example. People keep asking for and finding better ways to do things. And better ways almost always use electricity.

And that interest in better things—that imagination and appetite for modern living—inspires the people who make electricity to stay well ahead of your need for power. And that's how imagination and business combine to make our nation great.

All over America, more than 300 investor-owned electric companies like ours are proving everyday that business management and investor ownership work best for people, and promise the greatest benefits of prosperity and freedom for the future.